

2023

Sponsorship Prospectus



SLA is seeking sponsors and exhibitors for our 2023 Saskatchewan Libraries Conference. Partner with us to reach our delegates and receive a wide range of benefits.

Engage and meet with library and information professionals from Saskatchewan's vast library sector. The diversity of the anticipated 200 conference delegates offers a wide reach for your organization, with people attending from public, academic, school, and special libraries.



SLA
SASKATCHEWAN LIBRARY
ASSOCIATION

Saskatoon Inn & Conference Centre
2002 Airport Drive, Saskatoon, SK



Conference Speakers

KEYNOTE SPEAKER

Leslie Weir, Librarian and Archivist of Canada

Leslie Weir was appointed to the position of Librarian and Archivist of Canada in 2019 for a four-year term and is the first woman to hold this position. Before being appointed to Librarian and Archivist of Canada, Weir served as the university librarian at the University of Ottawa for 15 years. She also served as the president of the Canadian Association of Research Libraries from 2007 to 2009. As the head of Canadiana.org, she oversaw the launch of the Heritage Project, an ambitious collaboration with Library and Archives Canada to digitize 60 million heritage archived images and make them widely available.

MARY DONALDSON LECTURE

John Lagimodiere, President of Aboriginal Consulting Services

Recipient of the *Queen's Diamond Jubilee Medal*, the *Saskatchewan Centennial Medal* and Saskatoon's *Living in Harmony Award*, John Lagimodiere is a dedicated community builder and entrepreneur. President of ACS Aboriginal Consulting Services, he has been delivering Indigenous awareness seminars since 1997 while he built a 25-year career in the media as Editor/Publisher of *Eagle Feather News* and as a regular contributor to CBC, where he was host of the award-winning national show, *As If*, on CBC Radio. Lagimodiere is also the recipient of the Saskatchewan Chamber of Commerce *ABEX Award for Aboriginal Business*. His Métis roots are in the Red River, and he is a citizen of the Métis Nation-Saskatchewan. John's straight forward and humorous delivery are why he is a highly sought-after keynote speaker, master of ceremonies, and facilitator.

ENDNOTE SPEAKER

Shawn Cuthand, Writer/Producer at The Feather Entertainment Inc.

Shawn Cuthand is half Cree, half Mohawk, but all deadly. He got into comedy to honour his storytelling ancestors. He has made appearances at the Winnipeg Fringe, Woke Comedy Hour, Laughter is Medicine in Winnipeg, Comedy Monday Night in Calgary, Trevor's Pad at YukYuk's Ottawa and was lucky enough to get drawn out of the bucket on Kill Tony, the #1 live comedy podcast in the world. He recently did his first half hour at Yuk Yuk's as well. He spent the pandemic performing at socially distanced fire pit parties and now you can see him alongside Danny Knight as hosts of The Funny Bone Schmomeddy Zone open mic at the Capitol Music Club in Saskatoon, SK every Sunday night.



Ways You Can Reach Our Delegates



Sponsorship

We offer an array of sponsorship opportunities, including for the keynote speaker, Mary Donaldson Lecture, and—new this year—the Saskatchewan Book Awards Gala. If you don't see an opportunity that excites you, give us a call! We would be happy to work out a custom sponsorship arrangement with you.

Sponsorship Level → ↓ Benefit	Bronze: \$500 to \$1,999	Silver: \$2,000 to \$3,499	Gold: \$3,500 to \$4,999	Platinum: \$5,000+
Recognition as a platinum sponsor in all print and electronic promotional materials				✓
Free exhibitor booth				✓
Promotional flyer displayed near the registration desk for all delegates			✓	✓
Recognition and logo use on SLA's social media channels (Facebook, Instagram, and Twitter)		✓	✓	✓
Identification at your sponsored event, including prominent signage		✓	✓	✓
Recognition in SLA's monthly newsletter to more than 1,000 readers	✓	✓	✓	✓
Free digital advertising at the conference venue	✓	✓	✓	✓
Logo placement on SLA's conference web page and app	✓	✓	✓	✓
Recognition as a supporter by sponsorship level on the conference web page and app	✓	✓	✓	✓



Become an Exhibitor

Exhibitors are provided with a booth in the Exhibitor Hall where they can interact with conference delegates throughout the day on May 4. The Exhibitor Hall is anticipated to run from 9:00am to 4:00pm on that day, with the Exhibitor Social immediately following from 4:00pm to 5:00pm.

As an exhibitor, you have the option to purchase one of five spots in our Lightning Rounds, which give each exhibitor five minutes to speak directly to all delegates during breakfast on May 4. These spots are assigned on a first come, first served basis. Exhibitors also have the option to provide a door prize, which helps draw delegates to your booth.

Exhibit booths include: a six-foot table, two chairs, and access to WiFi and power. Exhibitors are advised to bring their own extension cords and power bars. Further booth details will be provided via email at a later date.

SPONSOR

Agreement Form

Please complete this form and return it to the Saskatchewan Library Association with payment. We accept payments by cheque or credit card (Mastercard or Visa). Prices are in Canadian dollars and include GST where applicable (GST # 130873623RR0001). A receipt will be emailed to you once your payment has been processed. Sponsorship is non-refundable.

If you have any questions, please contact Lynn Penner, SLA Communications & Research Coordinator, by calling 306-780-3633 or by emailing lpenner@saskla.ca.

- | | |
|--|-------------------------|
| <input type="checkbox"/> SLA Conference Sessions | \$500 each (approx. 25) |
| <input type="checkbox"/> Nutrition Breaks | \$1,000 each (2) |
| <input type="checkbox"/> Conference Program | \$2,000 |
| <input type="checkbox"/> Breakfasts | \$3,000 each (2) |
| <input type="checkbox"/> Thursday Lunch | \$3,000 |
| <input type="checkbox"/> Friday Awards Lunch | \$3,000 |
| <input type="checkbox"/> President's Reception | \$3,500 |
| <input type="checkbox"/> Conference IT | \$4,000 |
| <input type="checkbox"/> Keynote Speaker | \$5,000 |
| <input type="checkbox"/> Mary Donaldson Lecture | \$5,000 |
| <input type="checkbox"/> Saskatchewan Book Awards Gala | \$5,000 |

Total Sponsorship Amount: \$ _____

Payment Method:

- ☐ **Invoice me** (payment is due within 30 days of invoice)
- ☐ **Cheque** (Please make payable to the Saskatchewan Library Association)
- ☐ **Visa** ☐ **MasterCard**

Number: _____

Expiry: ____ / ____ CVV: _____

Name on card: _____

Payment Billing Address:

Name: _____

Position: _____

Organization: _____

Address: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

EXHIBITOR

Agreement Form

Please complete this form and return it to the Saskatchewan Library Association with payment. We accept payments by cheque or credit card (Mastercard or Visa). Prices are in Canadian dollars and include GST where applicable (GST # 130873623RR0001). A receipt will be emailed to you once your payment has been processed. Booths will be allocated on a first come, first-served basis.

If you have any questions, please contact Lynn Penner, SLA Communications & Research Coordinator, by calling 306-780-3633 or by emailing lpenner@saskla.ca.

Liability: Exhibitors assume all risk of loss, bodily injury or property damage arising from participation in the Saskatchewan Libraries Conference. SLA and the Saskatoon Inn assume no liability for injury of any person, loss, or damage to property of exhibitors, their directors, officers, representatives, employees, members, volunteers, agents, invitees, or guests at any time.

Cancellations: Refunds for exhibitor fees minus a \$150 administration fee will be given for cancellations made in writing prior to March 31, 2023. After this date, SLA will retain the total amount. SLA reserves the right to cancel space should payment not be received from the exhibitor when due, and SLA may lease this cancelled space to another exhibitor at its discretion.

Early Bird
(Before March 17)

☐ Corporate \$800

☐ Non-Profit With Sales ... \$400

☐ Non-Profit (Display Only) .. \$250

Regular Rate

☐ Corporate \$1,000

☐ Non-Profit With Sales ... \$475

☐ Non-Profit (Display Only) .. \$325

☐ Lightning Round \$250

Do you require power at your booth?

☐ Yes ☐ No

Would you like to contribute a prize for the Exhibit Hall draw on Thursday, May 4?

☐ Yes ☐ No

If yes, please indicate the item(s):

Complimentary breakfast and lunch are available to one exhibitor per agreement. For catering purposes, please indicate which meals will be attended on May 4:

☐ Breakfast ☐ Lunch

Dietary Restrictions: _____

Additional Meal Packages x \$100 = \$ _____

Booth \$ _____ + Lightning Round \$ _____ + Additional Meals \$ _____ = Total Fees: \$ _____

Payment Method:

☐ **Invoice me** (payment is due within 30 days of invoice)

☐ **Cheque** (Please make payable to the Saskatchewan Library Association)

☐ **Visa** ☐ **MasterCard**

Number: _____

Expiry: ____ / ____ CVV: _____

Name on card: _____

Payment Billing Address:

Name: _____

Position: _____

Organization: _____

Address: _____

Phone: _____ Email: _____

Signature: _____ Date: _____